



WKMG

ORDER

Flight Dates 09/25/12-10/01/12

Contract / Revision **260123 /**
Original Date / Revision
 09/24/12 09/24/12

Advertiser **Pol/Pres/D/Barack Obama**

New till 02/05/09

Agency **GMMB**

Buying Contact

**3050 K Street NW
 Suite 100
 Washington, DC 20007**

Product
OBAMA FOR AMERICA A

Agency Com 15%

Billing Contact

**3050 K Street NW
 Suite 100
 Washington, DC 20007**

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # **1844**

Alt Order # **06334998**

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive
 Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 74150

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	53	\$47,217.50	\$55,550.00	0.00	08/27/12	09/30/12	53	\$47,217.50	\$55,550.00
October 2012	12	\$15,810.00	\$18,600.00	0.00	10/01/12	10/01/12	12	\$15,810.00	\$18,600.00
Totals	65	\$63,027.50	\$74,150.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKMG	09/26/12	09/28/12	Morn News at 5a Morn News at 5a	CM	5-530a	--WTF--	:30	4	\$275.00	P-2	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--WTF--		4			\$275.00		0.00				
E 2	WKMG	10/01/12	10/01/12	Morn News at 5a Morn News at 5a	CM	5-530a	1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	1-----		1			\$350.00		0.00				
E 3	WKMG	09/26/12	09/28/12	Morn News at 530a Morn News at 530a	CM	530-6a	--WTF--	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--WTF--		4			\$400.00		0.00				
E 4	WKMG	10/01/12	10/01/12	Morn News at 530a Morn News at 530a	CM	530-6a	1-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00



WKMG

Print Date: 09/24/12

Page 2 of 4

Contract / Revision

260123

Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision

09/24/12/ 09/24/12

Order Sep 00:15:00

Advertiser

Pol/Pres/D/Barack Obama

Product OBAMA FOR AMERICA A

Estimate # 1844

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WKMG	10/01/12	10/01/12	Morn News at 530a Morn News at 530a	CM	530-6a	1-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$450.00		0.00			
E 5	WKMG	09/26/12	09/28/12	Morn News at 6a Morn News at 6a	CM	6-7a	--WTF--	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					4	\$500.00		0.00			
E 6	WKMG	10/01/12	10/01/12	Morn News at 6a Morn News at 6a	CM	6-7a	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$600.00		0.00			
E 7	WKMG	09/26/12	09/28/12	CBS This Morning The Early Show	CM	7-9a	--WTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					4	\$350.00		0.00			
E 8	WKMG	10/01/12	10/01/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$450.00		0.00			
E 9	WKMG	09/29/12	09/29/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1-					1	\$100.00		0.00			
E 10	WKMG	09/30/12	09/30/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1					1	\$1,200.00		0.00			
E 11	WKMG	09/26/12	09/28/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	--WTF--	:30	4	\$225.00	P-2	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					4	\$225.00		0.00			
E 12	WKMG	10/01/12	10/01/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$300.00		0.00			
E 13	WKMG	09/26/12	09/28/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	--WTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					4	\$300.00		0.00			
E 14	WKMG	10/01/12	10/01/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$600.00		0.00			
E 15	WKMG	09/26/12	09/28/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					4	\$550.00		0.00			
E 16	WKMG	10/01/12	10/01/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$1,200.00		0.00			



WKMG

Print Date: 09/24/12

Page 3 of 4

Contract / Revision

260123

Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA A Estimate # 1844

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 16	WKMG	10/01/12	10/01/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$1,200.00		0.00			
E 17	WKMG	09/30/12	09/30/12	1030-1130a Face Nation Face The Nation	CM	1030-1130a	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1					1	\$1,200.00		0.00			
E 18	WKMG	09/26/12	09/28/12	530-6p The Insider Insider	CM	530p-6p	--WTF--	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					4	\$500.00		0.00			
E 19	WKMG	10/01/12	10/01/12	530-6p The Insider Insider	CM	530p-6p	1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$750.00		0.00			
E 20	WKMG	09/26/12	09/28/12	News at 6p News at 6p	CM	6-630p	--WTF--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					4	\$600.00		0.00			
E 21	WKMG	10/01/12	10/01/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$1,000.00		0.00			
E 22	WKMG	09/26/12	09/28/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	--WTF--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					4	\$1,200.00		0.00			
E 23	WKMG	10/01/12	10/01/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$1,200.00		0.00			
E 24	WKMG	10/01/12	10/01/12	Mon Prime 9p 2 Broke Girls	CM	9-930p	1-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$10,000.00		0.00			
E 25	WKMG	09/25/12	09/25/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1-----	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----					1	\$9,000.00		0.00			
E 26	WKMG	09/26/12	09/26/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--1----					1	\$8,000.00		0.00			
E 27	WKMG	09/30/12	09/30/12	Sun Prime 8-9p Amazing Race	CM	8-9p	-----1	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1					1	\$8,000.00		0.00			
E 28	WKMG	09/25/12	09/28/12	M-F 11p News M-F 11p News	CM	11-1135p	-TWTF--	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 09/24/12

Page 4 of 4

Contract / Revision

260123

Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA A Estimate # 1844

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 28	WKMG	09/25/12	09/28/12	M-F 11p News M-F 11p News	CM	11-1135p	-TWTF--	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					4	\$1,500.00		0.00			
E 29	WKMG	10/01/12	10/01/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$1,700.00		0.00			
E 30	WKMG	09/30/12	09/30/12	Sun 1135p-1235a Cold Case	CM	1135p-1235a	-----1	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1					1	\$350.00		0.00			
E 31	WKMG	09/29/12	09/29/12	College Football Today College FB Today	CM	3-330p	-----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1-					1	\$600.00		0.00			
E 32	WKMG	09/30/12	09/30/12	NFL TODAY NFL TODAY	CM	various	-----1	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1					1	\$1,500.00		0.00			
Totals														65	\$74,150.00